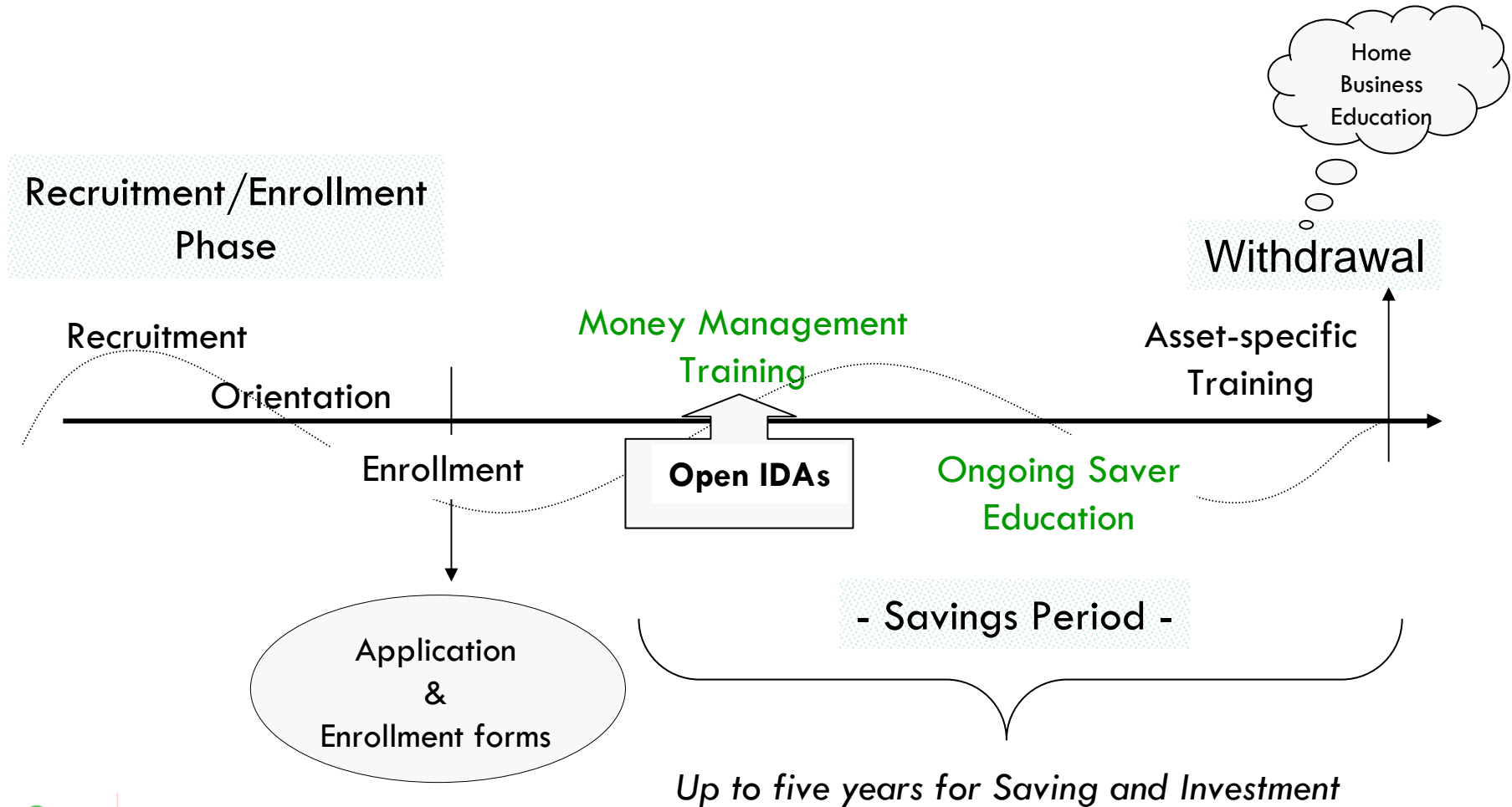


# What is EARN?

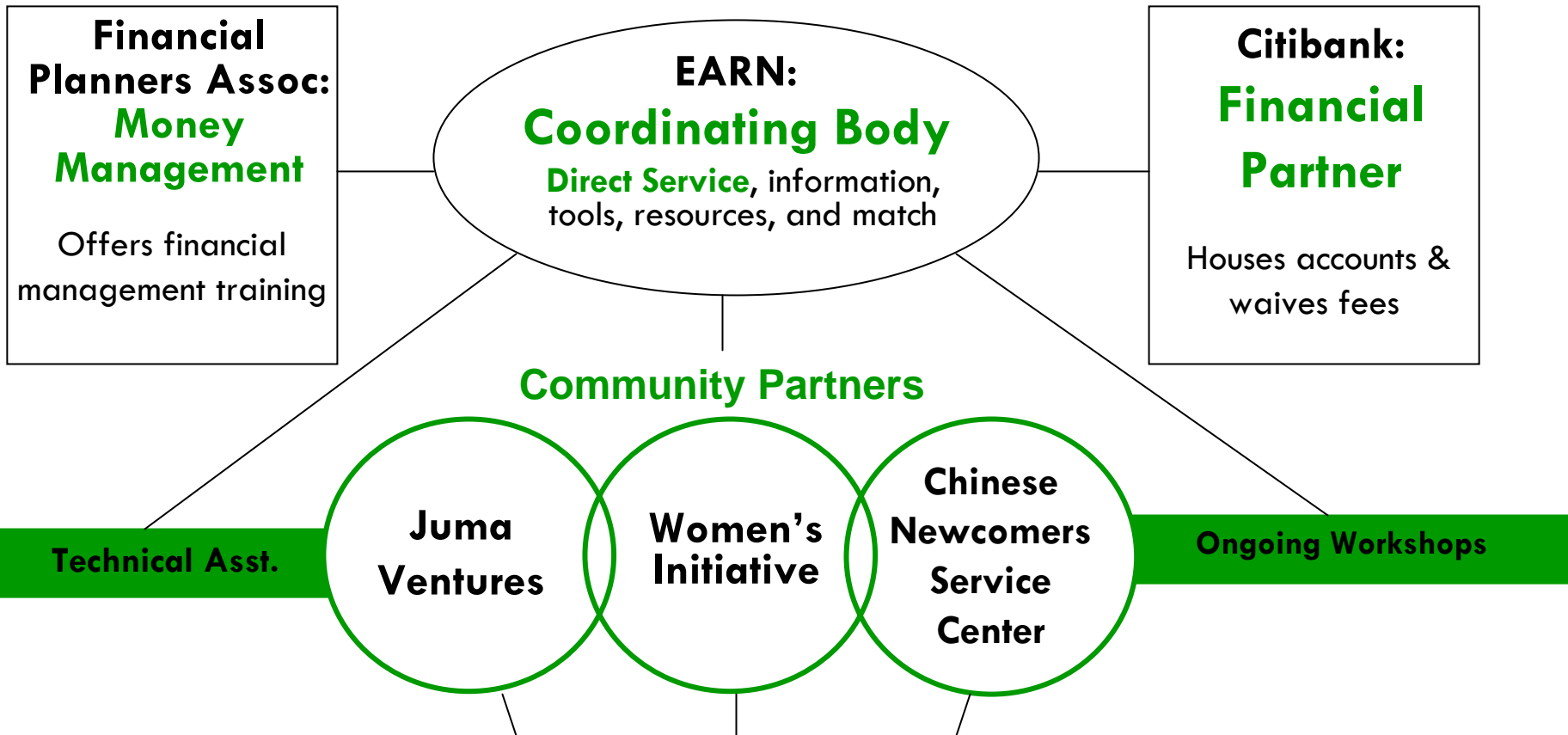
**EARN** is a non-profit organization dedicated to helping San Francisco's working poor families climb the economic ladder by providing money education, a matched savings account and connections to the financial mainstream.



# IDA Product/Service Timeline



# EARN: San Francisco IDAs



- 1) Enable over 1300 Bay Area families to begin savings toward an asset goal by end of 2006.
- 2) Build capacity of local organizations to provide financial education to benefit both clients and staff.
- 3) Model successful, scalable IDA approach for national replication.



**GOALS**

# EARN: Who We Serve

- Residents of San Francisco
- Low-income (200% of Federal Poverty) ...  
Family of 4 earning under 40,000 per year
- Low-wage workers
- English-, Spanish- and Cantonese-speaking
- 70% female, 30% male
- 18 and over (plus Juma youth)
- Majority households with children



# EARN's Core Financial Education

## Curricula:

- \* Paths to Prosperity (NEFE, CFED, Fannie Mae Foundation)
- \* Money Smart (Chinese; some pieces adapted for Spanish)
- \* Organization's own curriculum (eg, Women's Initiative, Juma Ventures)
- \* MoneySKILL – Juma Ventures

## Length:

8 hour minimum

## Facilitators:

EARN & Partner Staff

## Key Learning Objectives:

- Financial Goal Setting
- Preparing for life's obstacles or road blocks
- Savings and Expense Cutting Strategies
- Creating a Household Budget
- Understanding attitudes towards money and communicating about money
- Understanding credit, credit cards, and credit reports
- Basics on Banking



# Tips

## Choosing a Curriculum

- Look for successful outcomes connected to use of the curriculum
- Be rigorous in evaluating online tools – are they really cheaper than in person counterparts?
- Look for adaptability
- Language & cultural content
- Participant take-home/reference
- Tool kit – how good is the trainer manual?



# Tips

## Adapting Your Curriculum

- Know your audience
- Get Local & Specific with Resources
- Utilize or create \*relevant\* and engaging exercises or activities. These can “make” or “break” your class.



# Tips

## Good facilitation is critical!

### Frame Lessons

- Grounding Exercise – something “known” to participants
- Adding Information
- Applying Information
- Participant Take-away

Play to Different Learning Styles (audial, visual, kinesthetic)

Participants learn from one-another (balancing levels of knowledge) – facilitate small group and partner activities.

Bringing “Alumni” back into the classroom

Training for volunteers





# Beyond the Core Training ...

## Ongoing Education

- Partnership with SF Chapter of Financial Planners Association ([www.fpasf.org](http://www.fpasf.org)) – teach monthly workshops
- Leveraging other local CBO's

## Online Pilots

- WORC Building Blocks Curriculum – [www.worcfinancialed.com](http://www.worcfinancialed.com)
- Focus groups: One Economy's Online Financial Ed

## Ameriquest Pilot

- Family-based
- Savings for child's education



# EARN: Next steps in Financial Ed

- Currently Piloting Family-based Financial Education
- Deepen relationships with local professional associations to pilot one-on-one financial planning assistance for EARN Alumni
- Provide “next-level” workshops for EARN Alumni
- Consider incorporating “option” for online financial management training
- San Francisco City-wide Financial Education



# Resources

## Financial Management Training Curricula

- NEFE Financial Education Clearinghouse – <http://www.nefe.org/amexeconfund/>
- Money Smart – FDIC
- Paths to Prosperity – CFED
- Financial Fitness for Life (youth & parents) – NCEE
- NEFE High School Financial Planning Program
- WORC – <http://www.worcfinancialed.com/>
- Banks & Financial Institutions
- And Many More!

## On Adult Education

- “From Telling to Teaching: A Dialog Approach to Adult Learning” – Joye Norris

## Financial Ed Topics, Discussions, Content

[www.bankrate.com](http://www.bankrate.com); [www.wife.org](http://www.wife.org); [www.fool.com](http://www.fool.com);  
[www.thebeehive.org](http://www.thebeehive.org)

